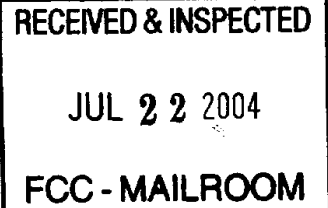


Before the  
Federal Communications Commission  
Washington, DC 20554



In the Matter of: )  
 )  
Broadcast Localism )

MB Docket No. 04-233

TO: Commission's Secretary  
Office of the Secretary  
Federal Communications Commission  
445 12th Street, SW  
Washington, DC 20554

**MOTION FOR EXTENSION OF COMMENT  
AND REPLY COMMENT DEADLINES**

Pursuant to 47 C.F.R. § 1.46, the Illini Media Company ("IMC") respectfully requests that the Federal Communications Commission (the "Commission") extend the comment and reply comment filing deadlines in the above-captioned proceeding by forty-five days each. The comment and reply comment filing deadline dates are currently set at September 1, 2004 and October 1, 2004, respectively. As discussed below, IMC believes there is a good cause for the Commission to provide an extension of the deadlines in this proceeding. IMC respectfully requests the adoption of a revised comment filing date of October 18, 2004 and a revised reply comment filing date of November 15, 2004.

In this proceeding, the Commission seeks comment on an extensive array of issues relating to broadcasting and the programming and services provided to local audiences and communities, as well as broadcast license renewals and additional spectrum allocations for certain radio services. If commenters are to meaningfully address the myriad of policy,

legal and technical questions raised by the Commission in this proceeding, an extension of the comment and reply comment filing periods is necessary. A modest extension will help insure that all television and radio broadcasters, including the smallest, have an opportunity to inform themselves of the many issues raised in this proceeding and to prepare comments if they wish.

Broadcasters and other potential commenters concerned with broadcast issues will particularly benefit from an extension of time to file comments in this localism proceeding due to the considerable number of other broadcast-related proceedings currently pending at the Commission with rapidly approaching comment dates.<sup>1</sup> Moreover, the comment and reply comment filing dates in this and other broadcast-related proceedings fall with a period during which many broadcasters, attorneys, and other potential commenters will be occupied with major political events (including the national conventions) and summer vacation schedules. An extension of the comment and reply comment filing deadlines in the above-captioned proceeding will accordingly help broadcasters prepare more comprehensive comments, with careful analyses and relevant supporting data, on localism issues (as well as on the important issues raised in all the other currently pending broadcast-related proceedings).

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<sup>1</sup> See Localism Notice of Inquiry, MM Docket No. 04-233, FCC 04-129, Released July 1, 2004. Furthermore, the following is a listing of comment and reply comment deadlines in pending broadcast-related proceedings: July 15, 2004, Comments in MB Docket 04-207; July 23, 2004, Comments in MB Docket 04-227; July 29, 2004, Comments in MM Docket 98-204; July 30, 2004, Reply comments in MB Docket 04-207; July 30, 2004, Comments in MB Docket 04-232; August 2, 2004, Reply comments in MM Docket 99-325; August 6, 2004, Reply comments in MB Docket 04-228; August 9, 2004, Reply comments in MM Docket 98-204; August 11, 2004, Comments in MB Docket 04-210; August 23, 2004, Comments in MM Docket 98-204; August 25, 2004, Reply comments in MB Docket 04-227; August 30, 2004, Reply comments in MB Docket 04-232; September 1, 2004, Comments in ET Docket 04-186 and 02-380; September 7, 2004, Reply comments in MB Docket 04-210; September 10, 2004, Comments in MB Docket No. 04-228; October 1, 2004, Reply comments in ET Docket 04-186 and 02-380; October 8, 2004, Reply comments in MB Docket 04-228.

For the foregoing reasons, IMC respectfully requests that the Commission extend the comment and reply comment filing deadlines in this proceeding by forty-five days each.

Respectfully submitted,  
ILLINI MEDIA COMPANY

By: 

One of Its Attorneys

July 19, 2004

Eric L. Hirschhorn  
WINSTON & STRAWN LLP  
1400 L Street, N.W.  
Washington, DC 20005  
(202) 371-5700  
(202) 371-5950 (Fax)

Sean M. McCumber  
WINSTON & STRAWN LLP  
35 West Wacker Drive  
Chicago, IL 60601  
(312) 558-5600  
(312) 558-5700 (Fax)